

Brown 12 pack

80

2.76

190

2.99

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/13 thru 12/19. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY THIS WEEK **PREVIOUS WEEK PREVIOUS YEAR** 45.8% of 23.200 stores 33.5% of 23.200 stores **Feature Rate** 37.3% of 22.500 stores X LARGE LARGE X LARGE LARGE X LARGE LARGE Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg **USDA GRADE AA** White 12 pack 550 1.79 920 1.70 630 1.49 Е 190 2.26 510 2.04 120 2.33 330 2.27 White 18 pack 10 3.09 G Brown 12 pack 10 3.29 10 1.50 USDA GRADE A White 12 pack 50 1.51 2,800 1.58 1.16 540 1.39 20 1.73 3,000 1.44 White 18 pack 1,470 2.60 170 1.91 250 1.99 Brown 12 pack 80 2.41 10 1.29 USDA ORGANIC White 12 pack Brown 12 pack 290 4.10 3.28 270 4.23 40 4.99 520 OMEGA-3 Ε White 12 pack 230 3.01 790 2.66 170 2.89 850 2.70 350 2.56 860 2.61 Brown 12 pack 20 80 2.50 20 3.29 2.50 CAGE-FREE White 12 pack 20 2.79 40 2.74 1,940 2.59 30 2.79 330 2.65 Brown 12 pack 2,160 2.90 2.72 480 2.94 4,170 **VEGETARIAN FED** White 12 pack 40 2.99 190 2.99

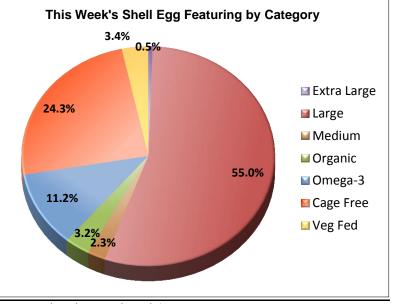
	gs - Grade A or I	better, avg. feature p	orice converted to \$/de	ozen	
1.60					1.64
1.45		1.48	1.37	1.50	
1.21	1.29				
1.15					
1.00 Nov 08-14	Nov 15-21	Nov 22-28	Nov 29-Dec-05	Dec 06-12	Dec 13-19

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	5,070	2,270	4,360	Large Eggs on		
Specialty	3,840	7,920	2,640	Dec-09-2013		
Total (includes MD)	9,120	10,510	7,180	553.5		
Special Rate 4/:	10.3%	3.1%	11.7%	up 11.0%		

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

With Christmas rapidly approaching, the promotional activity for regular shell eggs is steadily increasing as grocers keep eggs in the forefront to aid in satisfying consumer baking needs. The weighted average price of Grade A or better Large white eggs is higher than a week ago. The number of "no price" specials is sharply higher. Ads for Extra Large eggs are sporadic, however ads for Medium eggs are on the rise. Promotional activity for specialty shell eggs declines. Even with a sharp drop in feature activity, cage-free eggs are still the most commonly featured specialty type. Featuring of liquid eggs is higher with most activity primarily on the East Coast. Ads for egg nog almost double that of last week as many stores are promoting a variety of sizes and flavors in order to attract buyer interest.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1.94

220

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

2.99

20

				NORTH	IEAST U.S.				SOUTHE	AST U.S.			MIDW	EST U.S.			
	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							(AL,FL,GA,MS,NC		/)		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate 17 Activity Index 4		ture Rate ^{1/} vity Index ⁴	,	56.5% of 4,600	sampled outlet 90 (includes Me	:S			49.3% of 6,100 s vity Index = 1,790	ampled outlets	24.7% of 4,200 sampled outlets Activity Index = 1,060 (includes Medium)						
		EXTRA LARGE LARGE					EXTRA	LARGE	LAF	EXTRA	LARGE		ARGE				
CLASS			Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
- 11	SDA	White 12 pack												1.49	10	1.49	
_	RADE	White 18 pack															
	AA	Brown 12 pack															
		MEDIUM		White 12 pack					White 12 pack				White 12 pack				
		White 12 pack	1.49 - 1.98	30 1.57		640				1.29 - 1.69	400 1.51	1.00 - 1.69	20 1.41	1.25 - 1.69			
_	SDA	White 18 pack			1.98 - 2.99	200	2.95			2.69	1,040 2.69			1.99	10	1.99	
GI	RADE	Brown 12 pack		\\\\\:\tag{\delta}					\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\				\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\				
	Α	MEDIUM		White 12 pack White 30 pack					White 12 pack White 30 pack	2.99	80 2.99		White 12 pack White 30 pack				
	USD	ORGANIC		TTIMO OO PAOK					Willio do padic	2.00	00 2.00		Willo do paok				
		White 12 pack															
S		Brown 12 pack			3.99 - 4.29	210	4.21							3.29	20	3.29	
P	OME	GA-3															
E		White 12 pack	2.99 - 3.29	230 3.01	1.99 - 3.59	460	2.77			2.29	30 2.29			2.32 - 2.33	140	2.33	
ī		Brown 12 pack															
A	CAGI	E-FREE															
L		White 12 pack	2.79	20 2.79		10								2.25 - 2.79			
Т		Brown 12 pack			2.65 - 3.99	580	3.45			2.65 - 3.00	240 2.94			2.65 - 3.29	100	2.75	
Υ	VEGE	TARIAN FED															
		White 12 pack	0.50 0.00	00 070	2.99	40	2.99										
		Brown 12 pack	2.50 - 2.99	80 2.76	2.99 ENTRAL U.S	190	2.99		SOUTHW	ECT II C			NORTH	WEST U.S.			
			/Λ			LIT\											
_		ture Rate 1/			A,MO,NM,OK,TX				(CA,HI	·			•	,OR,WA,WY)	-4-		
		vity Index 2/		,) sampled outlet 640 (includes Me				60.4% of 2,900 s vity Index = 1,350	-	48.3% of 1,200 sampled outlets Activity Index = 590 (includes Medium)						
		White 12 pack	ACUV	index = 1,0	1.50		1.50	ACII	rity index = 1,350	1.50 - 1.99	350 1.86	A	ctivity maex = 5	1.19 - 2.00		1.79	
_	SDA	White 18 pack			1.88 - 2.77		2.17			2.50 - 2.69	20 2.55			2.99			
	RADE	Brown 12 pack			1.00 2.77	100	2.17			2.00 2.00	20 2.00			3.29			
	AA	MEDIUM		White 12 pack	1.19	10	1.19		White 12 pack	1.48 - 1.50	50 1.48		White 12 pack	0.99			
		White 12 pack		'	0.99 - 1.99	660	1.56		'	1.50 - 2.50	300 1.58		•	1.50	70	1.50	
U	SDA	White 18 pack			1.88 - 1.99	220	1.89										
GI	RADE	Brown 12 pack															
	Α	MEDIUM		White 12 pack					White 12 pack				White 12 pack				
				White 30 pack	1.99 - 2.99	60	2.74		White 30 pack				White 30 pack				
	USDA	ORGANIC															
s		White 12 pack								2.25	00 055						
S P	0145	Brown 12 pack								3.99	20 3.99			3.99	40	3.99	
E	OME				2.00	100	2.00			2.00 2.40	E0 212			2.40	10	2.40	
		White 12 pack Brown 12 pack			2.99	100	2.99			2.00 - 2.49	50 2.12			2.49	10	2.49	
I	CAGI	E-FREE															
A L T	الكران	White 12 pack															
L		Brown 12 pack			2.65	350	2.65			2.49 - 2.65	560 2.65			2.65	330	2.65	
T	VEGE	TARIAN FED								:							
Y		White 12 pack															
		Brown 12 pack															



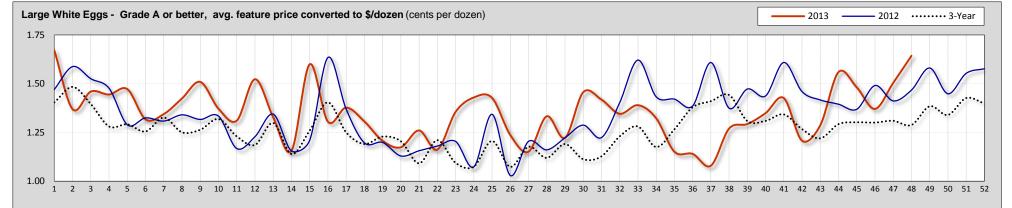
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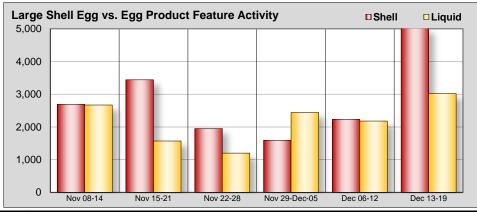
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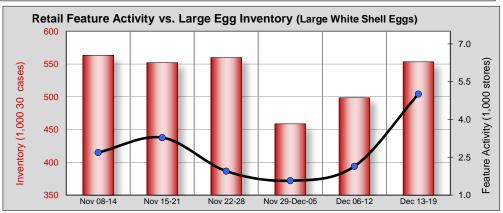
(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
PRODUCTS	WEEK	WEEK	YEAR													
1/ Feature Rate	11.3%	14.1%	4.8%	28.0% of 4,6	00 sampled	18.1% of 6,100 sample		4.3% of 4,200 sampled		0.0% of 4,200 sampled		0.9% of 2,900 sampled		0.9% of 1,20	0 sampled	
2/ Activity Index	3,020	2,180	1,010	Activity Inc	Activity Index = 1,610		Activity Index = 1,120		Activity Index = 280		Activity Index = 0		Activity Index = 0		Activity Index = 10	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,520 2.49	1,280 2.46	370 2.56	1.99 - 2.99	1,330 2.56	1.64 - 2.00	60 1.81	2.00	120 2.00					2.99	10 2.99	
32 oz. crtn	1,120 3.08	660 4.34	340 4.72	3.50 - 4.99	20 3.84	3.00 - 4.69	1,060 3.03	3.49 - 4.44	40 4.20							
3 - 4 oz. cup	380 2.21	240 2.38	280 2.00	2.00 - 2.50	260 2.30			2.00	120 2.00							
2 - 8 oz. cup			20 2.19													
EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTH	HEAST	SOUTHEAST		MIDW	MIDWEST SOUTH CENTRAL		SOUTHWEST		NORTHWEST			
1/ Feature Rate	40.9%	26.0%	ILAN	48.6% of 4.4	00 sampled	16.3% of 6,0	00 sampled	46 0% of 4 000 sample		52.8% of 4,000 sampled		56.0% of 2,900 sampled		40.4% of 1,200 sampled		
2/ Activity Index	10,030	5,390		Activity Inc	•	Activity Index = 1,030		Activity Index = 1,980		Activity Index = 2,190		Activity Index = 1,750		Activity Index = 500		
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range Stores Avg 3/		Price Range	Stores Avg 3	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	StoresAvg 3/	
32 ounce	4,450 2.64	1,380 2.34		1.99 - 3.99	1,220 3.08	1.99 - 2.99	1.99 - 2.99 450 2.47		1,090 2.49	1.99 - 3.49	970 2.57	1.50 - 3.49	650 2.27	2.49	70 2.49	
64 ounce	5,580 3.43	4,010 3.40		2.99 - 4.99	1,360 4.20	2.90 - 3.99	2.90 - 3.99 580 3.06		890 3.09	2.99 - 3.79	1,220 3.14	2.98 - 4.49	1,100 3.25	2.98 - 4.59	430 3.41	

(Non-alcoholic egg nog; this section will run through January 1, 2014)







Note: See page 1 for explanatory notes.